SECTION TWO
MARCH 22, 1941
VOL. CXIX No. 4
TECHNOLOGY DEPT.

BOOT and SHOE RECORDER

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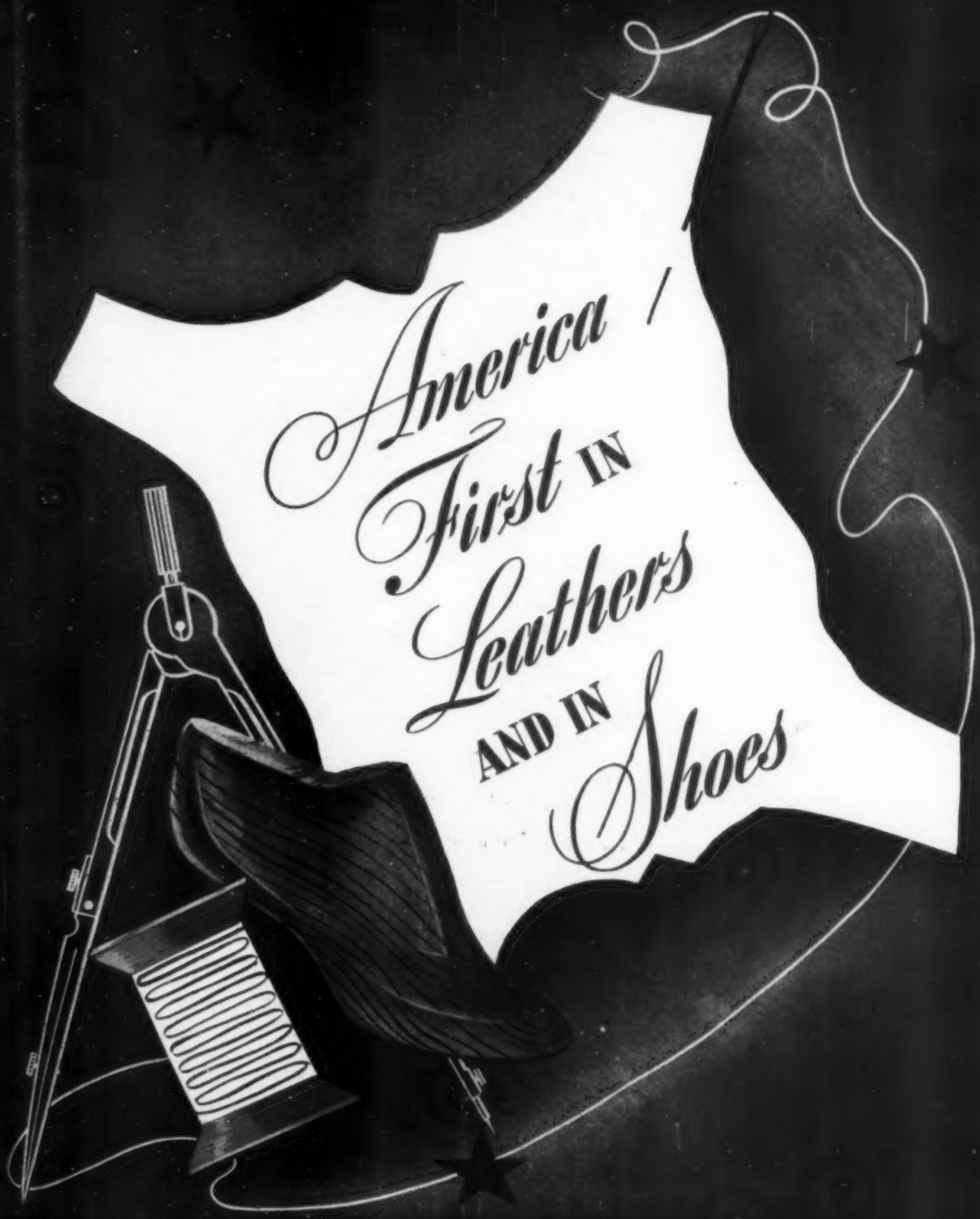
MAR 17 1941
DETROIT

THE GREAT NATIONAL SHOE WEEKLY



Tandrite Calf

distinguished by preeminent quality!

The recognized superiority of Tandrite Calf results from the uncompromising excellence of each feature. In

FINISH
GRAIN
COLOR
PLIABILITY
DURABILITY

Tandrite Calf stands supreme! Whether for men's, women's or misses' shoes, no calf can approach Tandrite . . . the incomparable!

BOOTH
35
Waldorf-Astoria
New York
March 31—April 1

E. Hubschman & Sons, Inc.
Philadelphia, Pa.

TANNERS OF FINE CALF LEATHERS

"It's Suede—It's Velva"

A NEW, SOFT-VELVETY-LUSTROUS TANNAGE

by

TROSTEL

Pattern in Suede sponsored by Eleanor Rutledge Fashion Editor

On Display

Booth 66 • Leather Show

March 31-April 1

Waldorf-Astoria Hotel

New York City

Pattern in Suede sponsored by Eleanor Rutledge Fashion Editor

Calf Leather — Side Leather

BERT TROSTEL & SONS CO. Fine Tannage Since 1855 MILWAUKEE

The MASS MARKET inden

A nation-wide survey has just been completed among representative shoe and department stores by a research organization. It significantly reveals that the sale of all-white kid shoes will be up to, or better than, the volume experienced in 1940.

Inden summer shoes is WHITE KID

IN those states most certain to have vastly increased per capita incomes,

70% of the retailers predicted that **all-white kid shoes would show an increase,** or **sell just as well as** they did **a year ago.**

OVER the entire country, **61%** of the cross-section opinions **confirmed** the judgment of merchants in the densely-populated, industrial states.

IF your business is where pay envelopes have, or will have, a bulge . . . if you want to be sure of volume, profitable selling from the start of warm weather to the middle of August . . .

lay in ample stock of white kid shoes while you can get them!

Millions of Women Every Summer Want Shoes of The Best White Kid

LEVOR

washable
E glazed KID

washable
WHITE MELLO CRUSH

WHITE KID SUEDE

THE OHIO QUALITY STANDARD

Presents

BASIC COLORS

OFFICIAL OPENING
American Leathers
MARCH 31 & APRIL 1, 1941
WALDORF-ASTORIA
NEW YORK

FALL 1941

BOOTH 55

MEN'S COLORS
LUXOR

YANKEE BROWN (88)
PAMPAS BROWN (15)
DIXIE TAN (11)
AMERICAN TAN (101)
CHILEAN BROWN (84)
CHARRO TAN (104)

WOMEN'S COLORS

GOLDEN TOBACCO (588)
KONA RED (555)
BLUEJACKET (578)
PANIOLO TAN (597)
RICO BROWN (517)
TURFTAN (504)

The Ohio Leather Company • Girard, Ohio

. . . are on their way to the big leather show, bringing two new Evans leathers . . . one so new it hasn't even a name. Drop in at the booth and help us name it.

Julius H. Evans & Company, Camden, N. J.

Evans kid Leathers at th

Copyright 1941, John B. Evans & Company, Camden, N. J.

"All right, all right. Keep on bleating about your new leathers. Who cares? It will be a long, long time before the boys give up Brogandi and the mannish leathers that I stand for. They're the talk of the country and here to stay. Nationally Advertised, too.

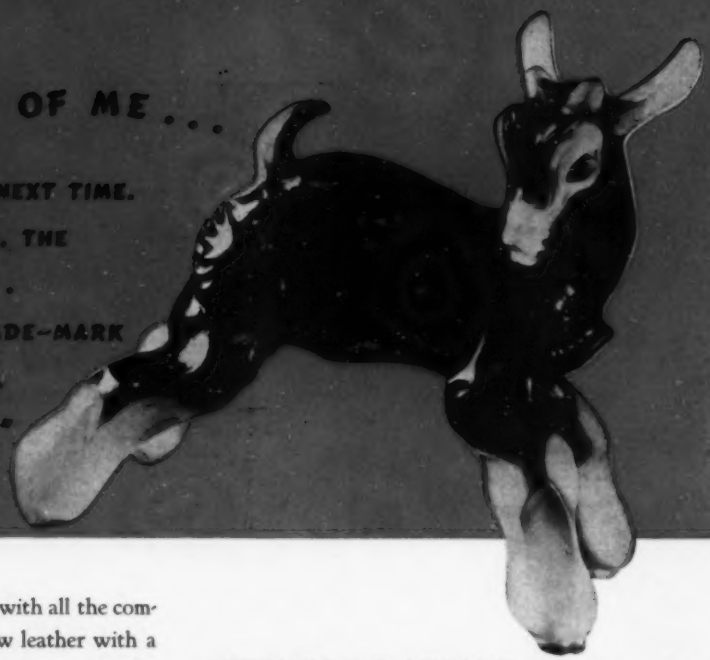
Brogi

t the Waldorf Astoria

March 31 and April 1

"A BIG PICTURE OF ME . . .

SO YOU'LL KNOW ME NEXT TIME.
REMEMBER, I'M BROGI, THE
EVANS BILLY-GOAT . . .
NEW MASCOT AND TRADE-MARK
FOR EVANS BROGANDI,
THE HE-MAN LEATHER."



BROGANDI. Sturdy, durable goatskin with all the comfort features of kidskin. A soft mellow leather with a texture like Scotch grain . . . has that handsome massive look ordinarily associated with rugged footwear.

CARACUL. A distinctive hand-crushed leather — elasticized or not.

VALENCIA. A glove-tanned goatskin with glove-leather appearance and shoe-leather performance. Perfect for draping and pleating.

PEERLESS WHITE KID. Really in a class by itself. A soft, white color, a chrome-tanned leather, a finish that does not cover up or destroy the most attractive grain of a kidskin. It is firm yet mellow and it is also washable.

PEERLESS KID LININGS. A full-range of colors — the result of a great many years of producing this type of leather. Positive uniformity of color, and a chrome-tanned leather which will give excellent wearing results.

PEERLESS BLACK SUEDE. A lustrous, black nap, full-bodied skin that is an outstanding suede leather. Has been produced by this company from the choicest of skins over a period of several years, and it is most enthusiastically endorsed by countless users.

PEERLESS WHITE SUEDE. A leather produced under the most exacting conditions. It is chrome-tanned and strong, with a very fine silky top finish. A warm-colored leather which will fulfill any white suede requirements.

RUBY BLACK KID. The distinctive black kid leather. A rich black color — mellow — a full round substance produced from selected skins by modern tanning methods. Known wherever quality black shoes are required.

Evans kid Leathers

JOHN R. EVANS & COMPANY . CAMDEN . NEW JERSEY

Established 1857

"I DON'T NEED A BIG PICTURE . . .

YOU COULDN'T FORGET THAT I'M EVALINE
THE ORIGINAL EVANS KID."

AMERICAN LEATHERS

for AUTUMN

Shown MARCH 31

APRIL 1

Fashion Conferences

WALDORF-ASTORIA

NEW YORK

CARR

RICHNESS OF COLOR

The Standard of Suede Quality

AT BOOTH 45

WALDORF ASTORIA

MARCH 31
APRIL 1

SOFTNESS OF NAP

SUEDE

CARR LEATHER COMPANY PEABODY · MASS ·

For

Colors *and* Leathers

Significant . . . American . . . Important . . .
Beautiful . . . Classic and Promotional . . .

See

Booth 32

American Leathers for Autumn
March 31, April 1

New Castle Division

Handcrafted MARACAIN
Fashion-renewed GLAZED KID
New and Autumn-right BORDO KID

Quaker City Division

Black SILKID
Men's and Women's Shoes
Black GLAZED KID
Men's and Women's Shoes

ALLIED KID COMPANY

For

Colors *and* Leathers

Significant . . . American . . . Important . . .
Beautiful . . . Classic and Promotional . . .

See

Booth 33

American Leathers for Autumn
March 31, April 1

Standard and Specialty Divisions

Color-lovely DOESKIN

Fashion-repeated GLAZED KID

Interestingly GRAINED BALI

Soft, soft KASHMIR KID

Lining and SLIPPER KID

ALLIED KID COMPANY

For

Colors *and* Leathers

Significant . . . American . . . Important . . .
Beautiful . . . Classic and Promotional . . .

See

Booth 34

American Leathers for Autumn
March 31, April 1

McNeely Division

Fashion-allied GLAZED KID

Beautiful SUPER-CRUSHED KID

GLAZED KID
for Men's Shoes

Sterling Division

GOLD and SILVER KID

Metallic PATENT COLT

Surface-Interesting TUCSON COLT

NUROCCO
for Men's, Women's, Children's Shoes

ALLIED KID COMPANY

The Champion

— winning you new patronage in a season that puts beauty and comfort first — — Norwegian Calf

On fairway turf or boulevard pavement, this richly grained vegetable tannage is the choice of those who know it. Alert dealers are finding it pays to spotlight Norwegian Calf, to make the most of today's increased spending.

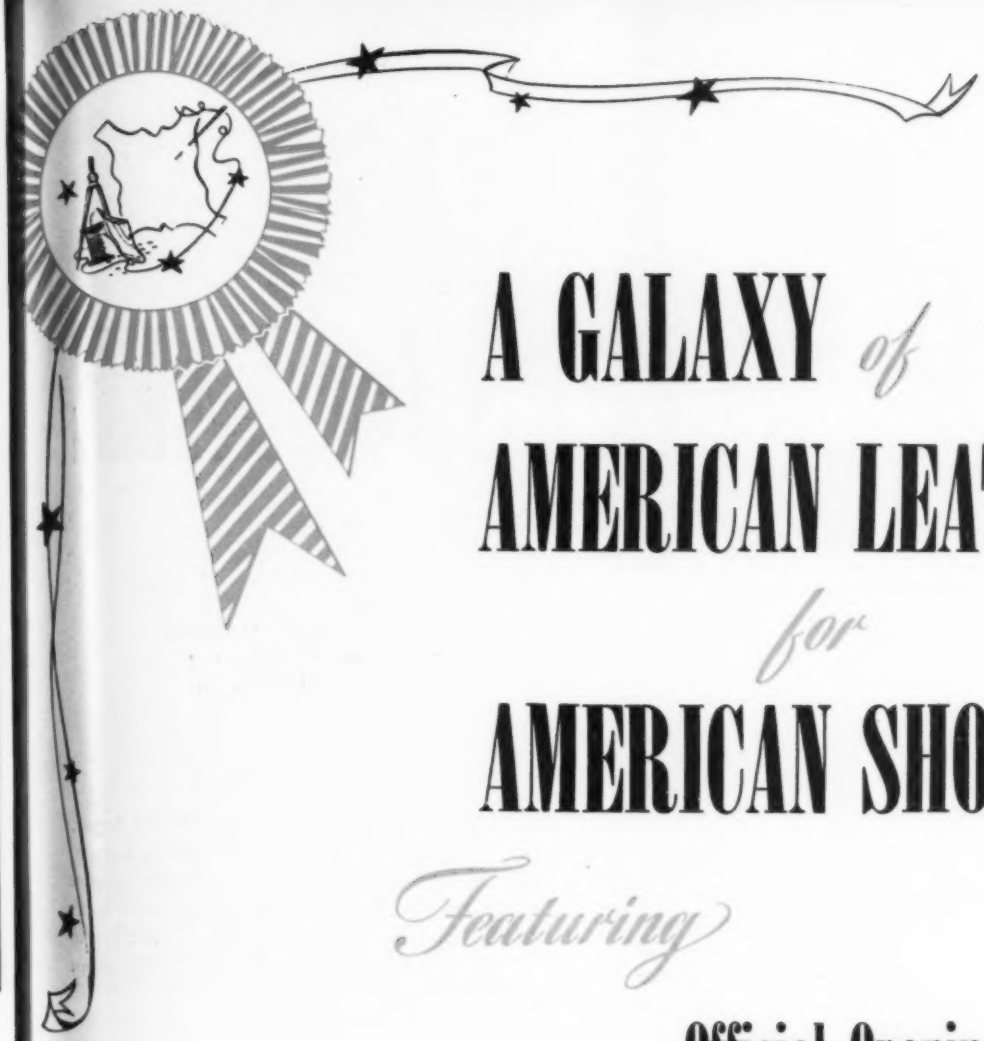
For here's tremendous eye-appeal — and foot-appeal. Luxurious glove-softness that spells healthful comfort in every step, softness that lasts, no matter how often the shoes are wet and dried. (Especially important in golf shoes, worn in dewy grass.)

Here's freedom from pinching with "changes in the weather," for humidity variations mean little to Gallun vegetable tanned leathers. No free acids to affect sensitive feet.

Put a champion to work, winning you the patronage and gratitude of more men and women. Put the Gallun numbers at the top of your next order to *any* leading manufacturer . . . *A. F. Gallun & Sons Corporation, Milwaukee, Wisconsin.*

GALLUN leathers

Eskimo Calf	Cretan Calf	Norwegian Calf
water-resistant	*smooth but not glazed*	*hand-boarded grain*



A GALAXY *of* AMERICAN LEATHERS *for* AMERICAN SHOES....

Featuring

Official Opening
of
American Leathers
for FALL

Waldorf - Astoria March 31 - April 1

A RECORDER FASHION PICTORIAL

COLORS for FALL

by
MARGARET HAYDEN RORKE
Managing Director, Textile Color Card Association of the United States, Inc.

Women's Shoe and Leather Colors for Fall 1941

THE following fashion analysis has been prepared to guide the shoe and leather industry in the promotion of the six official colors for women's shoes, adopted for Fall 1941 by the joint committee of tanners, shoe manufacturers and retailers in cooperation with the color organization.

GOLDEN TOBACCO

The marked influence of the rich golden note in fall costume colors gives strong fashion impetus to this new golden brown leather shade. Blends smartly with the important golden browns and tans in costumes, as well as with lively bronzy or golden greens, warm mustard and ginger tones and the topaz, amber and gold range. Also a dashing contrast to navy and medium greyed or greenish blues. A prestige or high style color.

RICO BROWN

Has strong acceptance as the leading dark brown leather shade for basic needs. Goes well with fall costumes in neutral browns, including the smart sepia tone, subdued beiges and tans, the entire gamut of medium and darker greens, dusty rose and soft rosy red shades, greyish blues, gun or steel greys and taupes.

KONA RED

Smart new development in darker red, away from the purplish or bluish vintage tones of previous seasons. Especially interesting as a rich contrast to costumes in the new fall greens, including olivy and bronzy types, as well as bluer versions, cannon or gun greys, taupes, greyed or greenish blues and navy, violet shades, neutral beiges and lively sports tones. Also harmonizes with smart red and rose tones in fall costumes. Kona is the name of a point and a beach on one of the Hawaiian Islands.

PANIOLO TAN

This new tortoise or lively golden saddle shade enjoys special style favor for casual and country type shoes, to complement swagger tailored or spectator sports and campus clothes. Goes smartly with animated greens, warm tans and golden tones, greyed blues, greys and lively football hues. Appropriately derives its name from the paniolo, or Hawaiian cowboy.

TURFTAN

Continues its success as a popular russet shade for spectator sports or casual shoes. Appropriate with tailored town, country and campus clothes in rust or coppery tones, lively greens, warm tans, greyed medium blues, greys, tweed mixtures and gay sports colors.

BLUEJACKET

Retains its firm position as the best classic navy tone for basic requirements. For wear with medium blues and navy, the rose and red range, greys and taupes.

NOTE

Black continues its basic importance in women's shoes.

In American Leathers . . .

A *Co-ordination Guide to Assist Merchants in the Sale and Promotion of Men's and Women's Shoes.*

Fall Colors for Men's Shoes

Following are the six colors for men's shoes officially adopted for Fall 1941 by the joint committee of tanners, shoe manufacturers and retailers in cooperation with The Textile Color Card Association. Margaret Hayden Rorke, managing director of the color organization, has prepared the following merchandising guide to assist the shoe and leather industry in the sales promotion of these Fall and Winter colors.

TOWN COLORS

YANKEE BROWN

Continues its wide acceptance as the most important volume shade for conservative town shoes in all kinds of leathers. A popular color with those who are not partial to stained or antiqued finishes.

AMERICAN TAN

An increasingly important lighter color for town wear, but used as well for casual shoes. While especially suitable to boarded or grained leathers, it is also adaptable to smooth surfaces. Although often stained or antiqued to take on a darker ruddier appearance, it is likewise a highly acceptable tone without antiquing.

PAMPAS BROWN

Introduced this season as a new ruddy brown for town shoes. Also suitable for more conservative type sports or country shoes. Adapted to crushed, boarded or smooth leathers. When darkened by the staining process, it does not lose its ruddy tonality.

CHILEAN BROWN

New lighter version of a warm rich Cordovan tone, replacing Cortez of last season. Especially adapted to town shoes of the more casual type. Used in smooth, grained or reversed leathers.

COUNTRY COLORS

CHARRO TAN

This smart new saddle color of golden cast appropriately derives its name from the charro, or Mexican cowboy. Well adapted to country type shoes for wear with sports togs and leisure clothes. Used in smooth saddle finishes, as well as reversed, crushed, grained or elk leather. Suitable for staining or antiquing.

DIXIE TAN

Retains its wide favor as a lively russet shade for casual or country shoes. Adapted to sports leathers of various types, including reversed, crushed and grained surfaces.

NOTE

Black continues its basic importance in men's shoes.

The Wide Range of Tan and Brown Shades . . . from a New Lighter Cordovan to a New Golden Saddle Color . . . Shows the Importance of this Color Family in Fall Leathers.

AMERICAN LEATHERS STAR IN TAILORED AND CASUAL SHOES

Ideally suited to tailored types this tight firm goatskin of medium luster. Entirely new development in the production of kid leather. CHEVRALANA by CAMDEN TANNING DIVISION, JOHN R. EVANS & CO., INC.

Below. Smooth tan calfskin especially suited to bootmaker finish. Note military trend in buckle pattern from army officer's shoe. No. 504 from OHIO LEATHER CO.

More Women, More Actively Engaged in Productive Work Points to an Important Season for Practical Footwear with Style Appeal. Tailored and Casual Town Types in Many Kinds of Leather Fit Well into This New Phase of National Life, Geared to Effective Action.

FALL 1941 will be an important season for tailored and casual town types for women. The trend has been strongly established this past Winter and everything points to its carrying over into the Fall season as events bring more and more women into active productive work outside the home. Already women are finding their place in the National Defense program and this movement is bound to gain momentum during the Summer months ahead.

Bootmaker Finish for Fall

The mannish influence in women's clothes this past Winter has given new importance to the tailored shoe, especially the spectator, in many kinds of leathers and finishes. The popularity of the "antique" or "bootmaker" finish on tailored and walking shoes has been an important factor in Winter retail business. Spectator pumps and oxfords, ghillie and other oxford types, the military buckle monk, have done a flourishing business in tan calf and alligator grain calf, thanks, in part, to the new interest given by this treatment. Anticipating its strong acceptance for next Fall, style-minded shoe men have developed a new thinner

stain in four different colors to redden, neutralize or darken. "Bootmaker" finish it will be called to distinguish it from the heavy wax "antique" finish now in use.

Crushed kidskin, calfskin, alligator and side leather are all being treated with this finish in first Fall models.

Flexibility Fundamental Factor

There's another reason for the steadily growing popularity of tailored shoes. It lies in the shoes themselves. Pick up almost any shoe, 1940 or 1941 model. Double it up in your hand. Supple and soft as a glove, isn't it? Easy as a glove on the foot, too. Wonderfully flexible sole, wonderfully supple upper, wonderfully clever construction . . . all designed to give the utmost in flexibility.

Town Casuals Carry On

The strong preference developed this Winter for low heels, broad treads, supple but sturdy leathers will give the town casual shoe an important place in the Fall style picture. Heels 16/8 and under, lasts measuring around three inches across the ball of the foot, are both receiving wide acceptance. The very round toe and broad tread has received strong endorsement in the recent promotion of the "baby" shoe by two style-minded New York stores.

Finally, and as fundamental as the last over which the shoe is built, are the new leathers tanned for these shoes to be sturdy and practical for hard wear, soft and supple for comfort. Each new season brings new tannages developed to meet these demands. Customer reaction to leathers with surface interest is good. Reptiles . . . genuine and simulated . . . shrunken, crushed, grained and boarded calfskins and kidskins are increasingly popular, along with the classic sueded surfaces. They are used in a growing number of types but are especially suited to casual town and tailored shoes.

Tailored opened-up oxford in crushed kidskin suitable for wear with the softer tailored suit for Fall. Flattering side line. CAPRE KID from SURPASS LEATHER CO.

New crushed kidskin making its début at March 1941 Leather Show. Suitable for many types of shoes. BORDO from NEW CASTLE DIVISION, ALLIED KID CO.

Ideal casual type for Winter resort season in light colors. Suitable for town and country wear in dark leathers.. LAWROLEATHER from A. C. LAWRENCE LEATHER CO.

For the dressy Fall shoe, suede. Straps and buckles, too, smart in dressy shoes. INDIA BROWN SUEDE from STANDARD DIVISION, ALLIED KID CO.

The Other Half of the Fall Style Picture Is the Shoe for More Formal Occasions. The Influence of the Tailored and Casual Trend Carries over into this Type, Too. Leathers, Silhouettes and Fit Are More Important than Elaborate Detailing in Shoes Like These.

AMERICAN LEATHERS LEAD THE DRESS SHOE PARADE

Patent leather on a low heel "baby" last, young as a small child's first dancing shoe. Elasticized strap of pleated fabric. COLONIAL TANNING CO., INC.

"DON'T let anyone fool you. Dressy shoes are still number one and will continue to be." Thus the women's shoe buyer in a large medium-priced Eastern department store, during a recent conversation on prospects for Easter selling.

If this man's prediction is right for Easter for his store, it is safe to expect that dressy shoes will be an important part of the coming Fall and Winter . . . the dressy season of the year . . . in many stores. Tailored and casual shoes, we know, will be important, but they have been definitely styled in leathers and colors suited to definite types of clothes for definite occasions. There will be many occasions when women will want to dress up, no matter what kind of work they are doing from 9 to 5. For their leisure hours they will need, and want, a dressier shoe. Not too dressy, not fussy and impractical. Just pretty and dainty enough to make her feel that she is a different, more attractive person than the one who slid into her loafer type moccasins or laced up her ghillie or

two-eyelet ties before hurrying off to work or market early that morning.

The new not too dressy shoe shows the influence of the trend to casual or tailored types. And the influence is a good one. Simpler, more restrained treatments give better opportunity for appreciation of the leather, the silhouette, the fit.

★

What Leathers for this Shoe?

The number of leathers, bye the bye, suited to formal shoes has increased considerably. Suede, smooth calf and kidskin, a little patent, suede combined with reptile. Yes, all of these. But this Fall, there are others coming in for stronger play. Take all the kidskins with surface interest, and the calfskins, too. Crushed, grained and boarded leathers are not just for less formal shoes these days. They are fine and supple enough for many of the more dressy patterns. They add a new note to the more formal shoe style picture. They take color in a different way from smooth leathers, fitting well into many of the soft wool colors of ready-to-wear fabrics.

Color, by the bye, has been reduced to a minimum of six in the 1941 Fall Color listing, issued recently by the Textile Color Card Association. Two are carried over colors . . . Bluejacket and Turftan. The other four are variations on current popular colors. Rico Brown . . . dark basic brown . . . and Kona Red . . . deep rich red . . . have a definite place in Fall leathers for dressy shoes. The other two new colors are Golden Tobacco . . . light golden brown . . . and Paniolo Tan . . . tortoise or saddle tone . . . especially suited to less formal types. It also suggests possibilities for Winter resort styles.

Calfskin so soft that it makes the shoe seem like another layer of skin. A luxury leather for every type of shoe. SOFTEX from OHIO LEATHER CO.

Attractive dressy slipon in glove-tanned goatskin. Supple, soft, but sturdy, this leather is suitable for both formal and casual types. VALENCIA from PEERLESS KID CO., JOHN R. EVANS & CO., INC.

Right. Smooth kidskin, traditional favorite for conservative oxfords and elasticized slipons in black, navy and brown and for pumps in high style novelty colors. AMALGAMATED LEATHER COMPANIES.

AMERICA LEADS
In Leathers for MEN'S SHOES

In the important military trend:—left, clockwise, Monarch's 5610 Montan used by A. H. WEINBRENNER; Eisendrath's 121 Kinross by MILFORD SHOE COMPANY; and Eisendrath's Tan Zephyr by E. T. WRIGHT & Co. This strap treatment is the crystallization of military styling in men's shoes.

IN recent years our men's shoes have been, almost exclusively, made from American leathers. However, there have been notable exceptions. High grade shoe manufacturers, for a real or fancied style advantage, have turned to European leathers for certain unusual materials which were characteristic of the exclusive trade. The plumpness of an English Willow, for example, or the rugged surface of a peaty Scotch grain could always be a talking point for the smart shoe copy writer, and were supposed to have inspirational qualities for the designer working on high grade men's shoes.

In the period of the last six months, with a dearth of English, French and Scotch leathers, American tanners have been given the opportunity of supplying their interpretations of these so-called

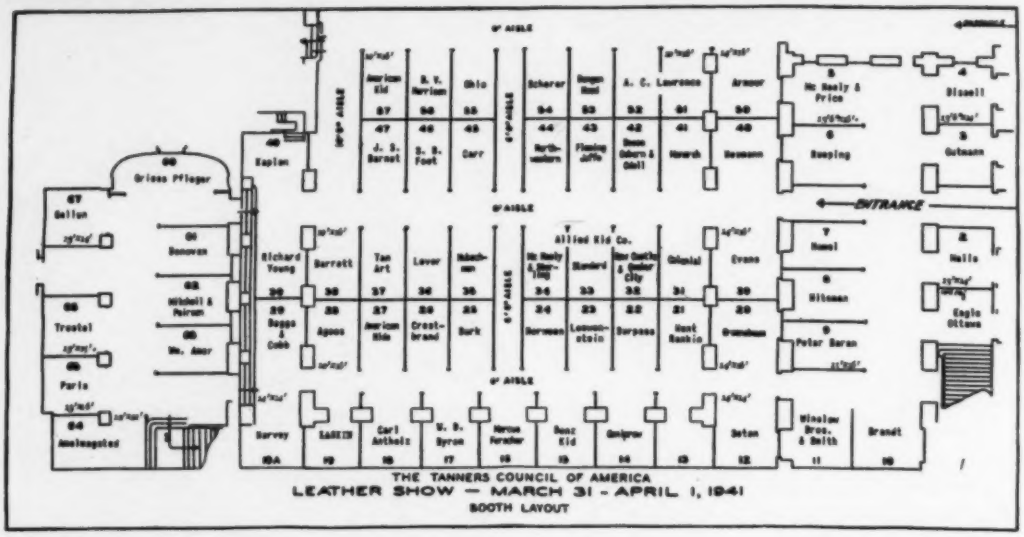
[TURN TO PAGE 96, PLEASE]

Below, lower left, clockwise: Gallun's antiqued Norwegian Veal in an extended wing tip brogue from Nettleton; antiqued brogue pattern with interesting square perforation treatment from Daly Bros. Shoe Co. using J. Greenebaum's Primo side; a deep Cordovan shade finishing is used on this Nettleton shoe of Gallun's 27 Cretan Calf; Yankee Brown Brogandi from John R. Evans & Co., in brogue pattern from Bates Shoe Co.

Above, lower left, clockwise: Ohio's Luxor in a wing tip pattern from Johnston & Murphy; Jarman Division of the General Shoe Corp. uses Gutmann's Gambola with light antiquing in this straight tip custom bal; Monarch's Smooth Russia in a straight tip custom pattern from Freeman; Ohio's Luxor used again in this straight tip shoe from Johnston & Murphy.

Below, lower left, clockwise: Gutmann's Fyfe Grain in a moccasin tip blucher from Jarman; plateau mudguard blucher from Freeman of Monarch's Scotch Grain; Barrett & Co.'s Llama Calf in a soft mudguard pattern from French, Shriner & Urner; perforated mudguard pattern from Crosby Square using Gutmann's 0713 Hunter. All promising Fall styles.

Exhibitors At The Leather Show...



Agoos Leather Companies, Inc.
Boston, Mass.

Allied Kid Company
Standard Division, Boston, Mass.
McNeely & Quaker City Divisions, Philadelphia, Pa.
New Castle Division, New York, N. Y.
Sterling Division, Wilmington, Del.

Amalgamated Leather Companies, Inc.
Wilmington, Del.

William Amer Company
Philadelphia, Pa.

American Hide & Leather Company
Boston, Mass.

American Kid Company
New York, N. Y.

Carl Antholz, Inc.
Newark, New Jersey

Armour Leather Company
Boston, Mass.

Peter Baran & Sons
Harrison, New Jersey

J. S. Barnet & Sons, Inc.
Boston, Mass.

Barrett & Co., Inc.
Newark, New Jersey

Beggs & Cobb, Inc.
Boston, Mass.

Benz Kid Company
Lynn, Mass.

Besse, Osborn & Odell, Inc.
Boston, Mass.

Bissell Leather Co.
Peabody, Mass.

Brandt Leather Corp.
Norwood, Mass.

Burk Bros.
Philadelphia, Pa.

W. D. Byron & Sons of Md., Inc.
Williamsport, Md.

Carr Leather Company
Peabody, Mass.

Colonial Tanning Co.
Boston, Mass.

Crestbrand Leather Co.
New York, N. Y.

F. C. Donovan, Inc.
Boston, Mass.

Dungan, Hood & Co., Inc.
Philadelphia, Pa.

Eagle-Ottawa Leather Co.
Grand Haven, Michigan

John R. Evans & Co.
Camden, N. J.

Fleming-Joffe, Ltd.
New York, N. Y.

S. B. Foot Tanning Co.
Red Wing, Minn.

A. F. Gallun & Sons Corp.
Milwaukee, Wisc.

Goniprow Kid Co.
West Lynn, Mass.

J. Greenebaum Tanning Co.
Boston, Mass.

Griess-Pfleger Tanning Co.
Boston, Mass.

Gutmann & Co.
Chicago, Ill.

L. H. Hamel Leather Co.
Haverhill, Mass.

B. V. Harrison Co.
New York, N. Y.

Thomas B. Harvey
Philadelphia, Pa.

Hiteman Leather Co., Inc.
West Winfield, N. Y.

E. Hubschman & Sons, Inc.
Philadelphia, Pa.

Hunt-Rankin Leather Co.
Boston, Mass.

Horween-Loewenstein
Chicago, Ill.

J. Laskin & Sons Corp.
Milwaukee, Wisconsin

A. C. Lawrence Leather Company
Peabody, Mass.

G. Levor & Co., Inc.
New York, N. Y.

Hermann Loewenstein
New York, N. Y.

Malis Leather Company
Philadelphia, Pa.

Marcus, Forscher & Co.
New York, N. Y.

McNeely & Price Co.
Philadelphia, Pa.

Mitchell & Peirson, Inc.
Philadelphia, Pa.

Monarch Leather Co.
Chicago, Ill.

R. Neumann & Co.
Hoboken, N. J.

Northwestern Leather Co. Trust
Boston, Mass.

The Ohio Leather Co.
Girard, Ohio

Paris Tanning Co.
South Paris, Maine

Fred Rueping Leather Co.
Fond du Lac, Wisconsin

Scherer Leather Co.
Cudahy, Wisconsin

Seton Leather Co.
Newark, New Jersey

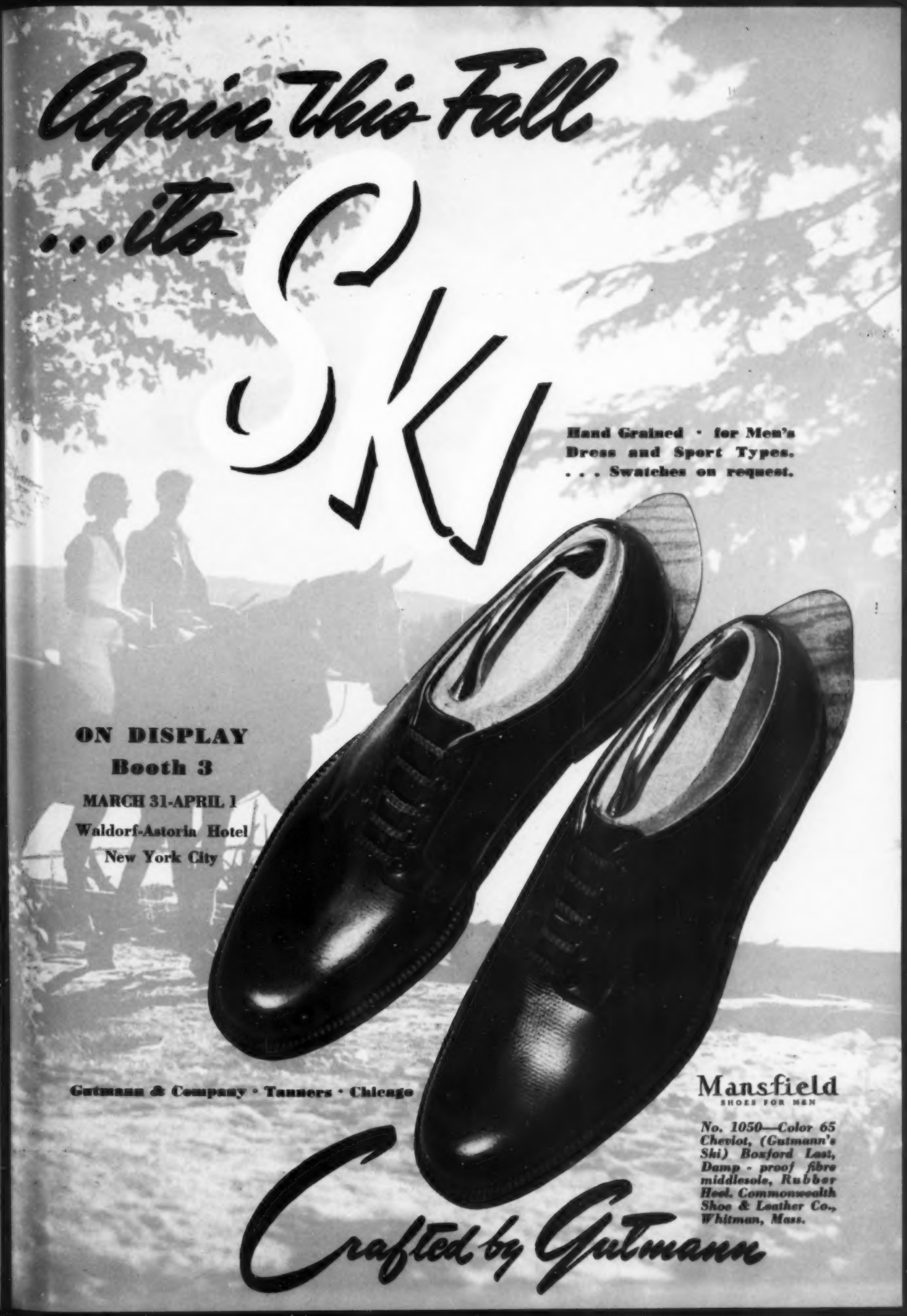
Surpass Leather Co.
Philadelphia, Pa.

Tan-Art Co., Inc.
New York, N. Y.

Albert Trostel & Sons Co.
Milwaukee, Wisc.

Winslow Bros. & Smith Co.
Norwood, Mass.

Richard Young Co.
New York, N. Y.


Again this Fall
...its Ski
Hand Grained · for Men's Dress and Sport Types. . . . Swatches on request.
ON DISPLAY
Booth 3
MARCH 31-APRIL 1
Waldorf-Astoria Hotel
New York City
Gutmann & Company · Tanners · Chicago
Mansfield
SHOES FOR MEN
No. 1050—Color 65 Cheviot, (Gutmann's Ski) Boxford Last, Damp - proof fibre middlesole, Rubber Heel. Commonwealth Shoe & Leather Co., Whitman, Mass.
Crafted by Gutmann

FALL LEATHERS AND COLORS

Brands and Shades to Be Shown by Tanners Exhibiting at the Waldorf-Astoria, March 31 - April 1, 1941

Lists as received from tanners up to time of going to press.

AGOOS LEATHER COMPANIES, INC.

Black Doeskins (Suede Kid)
Colored Doeskins
White Agobuck
Crushed Kid
Crushed Softee Kips
Camel Sides
Congo Alligator Calf
Baby Orinoco Alligator Calf
Calcutta Lizard Calf
Crocodile Calf
Vobuk

ALLIED KID COMPANY

Standard Division
Glazed Kid

Rico Brown, No. 91
India Brown, No. 31
Bluejacket, No. 137
Darby Green, No. 68
Kona Red, No. 486
Moccasin Tan, No. 623
Paniola Tan, No. 628
Golden Tobacco, No. 627
Nutria, No. 222
Turftan, No. 614

Doeskin

Rico Brown, No. 748
India Brown, No. 744
Bluejacket, No. 776
Marine Blue, No. 772
Winter Apple, No. 737
Darby Green, No. 751
Kona Red, No. 733
Moccasin Tan, No. 756
Paniola Tan, No. 755
Golden Tobacco, No. 757
Military Blue, No. 773
Turftan, No. 759

Bali

Rico Brown, No. 4748
Bluejacket, No. 4733
Kona Red, No. 4770
Moccasin Tan, No. 4756
Paniola Tan, No. 4755
Golden Tobacco, No. 4757
Black, No. 4794
Turftan, No. 4714

Kashmir Kid

Rico Brown, No. 591-K
Bluejacket, No. 536-K
Darby Green, No. 668-K
Kona Red, No. 486-K
Moccasin Tan, No. 623-K
Paniola Tan, No. 628-K
Golden Tobacco, No. 627-K
Black, No. 600-K
Turftan, No. 614-K
Playtan, No. 272-K
Pampas Brown, No. 615-K
Tangerine, No. 523-K

Slipper Leather

Tan, No. 20
Red, No. 46
Green, No. 61
Blue, No. 439
Dark Burgundy, No. 455
Black

Linings

Party Pink, No. 109
Astral Green, No. 111
Cocoa, No. 126
Cosmic Blue, No. 133
Ecru, No. 153
Oyster Grey, No. 180
Gun Grey, No. 181
Clipper Grey, No. 183
Miami Beige, No. 186
Medium Grey, No. 196
Dark Fawn, No. 198

New Castle Division

Maracain

Bombay Brown, No. 152
India Brown, No. 3N
Rico Brown, No. 40
Golden Tobacco, No. 42
Oakwood, No. 30
Turftan, No. 350
Moccasin Tan, No. 56
Paniola Tan, No. 360
Bluejacket, No. 1330
Air Force Blue, No. 1308
Darby Green, No. 1160
Winter Apple, No. 1425
Koua Red, No. 1470
Black

Glazed

Java Brown, No. 172
American Tan, No. 302
India Brown, No. 3N
Rico Brown, No. 40
Golden Tobacco, No. 42
Moccasin Tan, No. 56
Paniola Tan, No. 360
Bluejacket, No. 1330
Air Force Blue, No. 1308
Darby Green, No. 1160
Winter Apple, No. 1425
Kona Red, No. 1470
Black Shadow

Bordo Kid

Black
Bluejacket, No. 1330
Oakwood, No. 30
Rico Brown, No. 40

McNeely Division
Glazed

Rico Brown, No. 25
Bluejacket, No. 88
Kona Red, No. 47
Golden Tobacco, No. 28
India Brown, No. 74
Airway Blue, No. 87
American Tan, No. 19
Black

Crushed

Rico Brown, No. 25
Bluejacket, No. 88
Golden Blonde, No. 66
Black

Quaker City Division

Black Silkid
Black Glazed Kid

Sterling Division
Nurocco

Rico Brown, No. 2125
Paniola Tan, No. 2003
Turftan, No. 2390
Bluejacket, No. 2365
Kona Red, No. 2736
Moccasin Tan, No. 2522
Darby Green, No. 2971
Golden Tobacco, No. 2396
Black
White

Metallic Kid

Gold
Silver

Patent Colt

Black
Pewter
Statue Bronze

Tucson Colt

Black
White
Colors

WILLIAM AMER COMPANY

Black King Kid
Black Satin King Kid

[TURN TO PAGE 88, PLEASE]

FASHION *has a future for* PATENT

Memo - Spring Reordering and Autumn Buying

New coats very feminine. Look like dresses. Strongly suggest sleek black patent shoes. These coats of course will be worn again in the Fall.

. . . . .

Fur buyer estimates nearly million and a half silver fox jackets sold in past three years. No telling how many millions of separate fur pieces and jackets of other dressy furs. Women who own these certainly will wear them. When they do, black patent shoes definitely smarter.

. . . . .

Regardless other promotions, every woman has need of fresh patent leather shoes because they go with everything.

You will need more patent leather shoes.

There is a compensation in insisting upon

SETON PATENT

NEW SELLING POINT
AT THE FITTING STOOL
AMALGAMATED
BRINGS YOU
STREAMLINED
Color
Harmony*
IT'S THE SAME OFFICIAL COLOR
IN KIDSKIN, CHARMOOZ, AMAZON,
IT'S THE SAME OFFICIAL COLOR...
EXACTLY
AMALAC OR REPTI
SAME TONATI
Now*...THE SAME SHADE AND TONATION—
EXACTLY—WHETHER SHE BUYS HER
SHOES IN SMOOTH, CRUSHED
SUEDE OR REPTILE LEATHERS

AMALGAMATED LEATHER COMPANIES, INC.

STREAMLINED *Color Harmony*

OFFICIAL COLORS . . . FALL . 1941

AS APPROVED BY THE TANNERS' COUNCIL COLOR COMMITTEE

OFFICIAL COLOR	CHARMOOZ*	AMAZON*	KIDSKIN	AERSNAKE	CALCUTTA LIZARD	AMALAC*
CONGA BROWN	971	123	123	576	576	445
GOLDEN TOBACCO	992	492	419	30	29	74
TURFTAN	902N	402	402	28	422	621
PANIOLO TAN . .	990	380	568	22	22	690
BLUE JACKET . . .	959	462	159	359	359	665
KONA RED	991	491	496	338	414	686

See this idea worked out at our Exhibit, BOOTH 64, at the forthcoming Leather Show, to be held at the Waldorf-Astoria, March 31, April 1.

Streamline color harmony — means that when you buy a pattern "across the board" and all shoes are specified in Amalgamated leathers whether Suede, Crushed, Reptiles, or smooth Kidskin, you will have harmony of color in all of them, whether it be a blue, a brown, a beige; or, whatever color you select.

These leathers can also be specified in your handbags and accessories, which will assure color harmony to complete the ensemble; an important note in retail selling today. This is made possible because all of these different leathers are made in the same Tannery under the same supervision and color formula.

AMALGAMATED LEATHER COMPANIES, INC.

WILMINGTON, DELAWARE **21 SPRUCE STREET, NEW YORK**

*TRADE MARKS REGISTERED

FALL LEATHERS AND COLORS

[CONTINUED FROM PAGE 84]

AMERICAN HIDE AND LEATHER COMPANY

Willow Calf
Royal Calf
Princess Calf
Mat Calf
Rosebay Willow Calf
Ooze Calf
Crushed Calf
Pocketbook Willow Calf
Cadet Patent
Empire Sides
Empire Kips Full Grain
Amerigrain Elk
White Buck

CARL ANTHOLZ, INC.

Complete line of Reptilian Leathers, as well as Genuine Seal Skins, in the newest colors of the season.

ARMOUR LEATHER COMPANY

Ivory, Skeet, Cossack, and full Grain Bokide and Maison Kips, in the various shades for Fall.

PETER BARAN & SONS, INC.

Genuine BARAN Alligator Leather in the latest Fall shades.

J. S. BARNET & SONS, INC.

Barnet Suede
Thorobred Calf
Brawnie
Gloria
Sport — Men's and Women's Leathers

BARRETT & COMPANY, INC.

Lasticalf, PLM Lined Weight Llama Calf, and HM Unlined Weight Llama
Calf in Black, Rico Brown, Bluejacket, Turftan, Paniola Tan, Golden Tobacco and Kona Red.

BEGGS & COBB, INC.

Dress White Smooth
Dress Smooth Colors
Sport Elk — white and colors
Metallic
Antique and Saddle Kips and Sides
Complete line of shoe, slipper and glove splits.

BENZ KID COMPANY

Glazed Kid
Women's

Java Brown
Madrid
Wellingbro Blue

Men's

Madrid
Rosewood
Benco in popular shades.
Slipper colors and linings.

BESSE, OSBORN & ODELL, INC.

Sheep Leathers in natural Calfine and colors for shoe linings and specialties. Hat Sweat Leather, Rechrome and Oiled Meter Leather.

BISSELL LEATHER COMPANY

Full line of Pastel and Seasonal colors on Chrometite tannage for linings. Also full color range of Veg. Tannage. Grain and Suede Coat leathers. Embossed Leather, Millinery and Bag Suede.

BRANDT LEATHER CORP.

Sheep, Goat, and Calfskins in standard and fancy finishes, all the latest designs and colorings, suitable for all purposes.

BURK BROTHERS

Black Glazed
Black Crushed
White Crushed
Colored Crushed
Dull Satin Mats
Slipper Stock
Elk Leather — All Shades
Opalox — All Shades

W. D. BYRON & SONS OF MARYLAND, INC.

Full Grain Shrunk Leather in all colors and weights
New Trout Softie Grain colored Elk and Smooth Sides

CARR LEATHER COMPANY

Suede Calf

Wine, No. 6
Varsity Green, No. 15
Colony Brown, No. 42
Turftan, No. 62
Bluejacket, No. 108
Airway Blue, No. 111
Brown, No. 115
Rico Brown, No. 160
Burgundy, No. 165
Paniola Tan, No. 175
Tan, No. 201
Grey, No. 207
Green, No. 208
Dark Grey, No. 209
Green, No. 210
Pigeon Blue, No. 212
Old Glory Red, No. 214
Golden Tobacco, No. 219
Blue, No. 225
Black

COLONIAL TANNING COMPANY, INC.

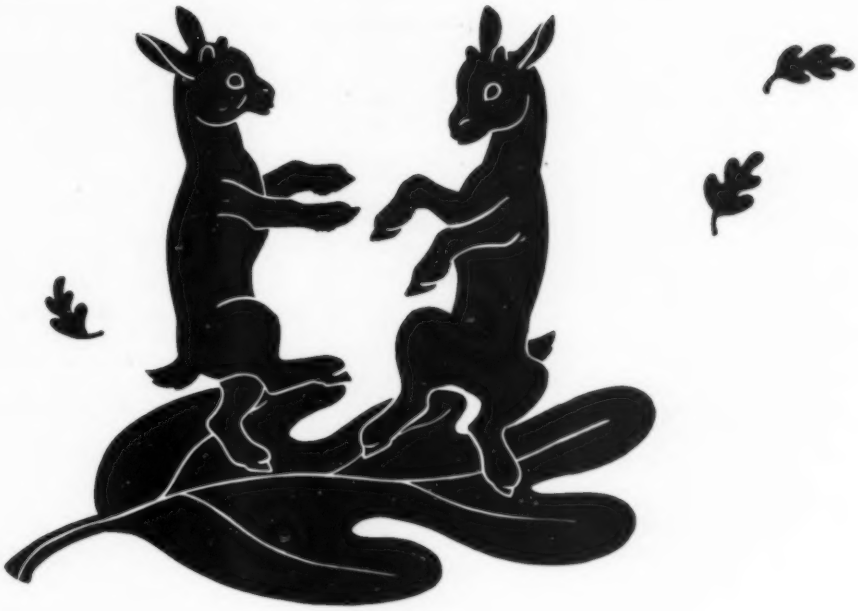
Complete range of grades and sizes in Black Patent Leather, including quality kips for women's shoes. Also kips, small extremes and large leather for a complete range of shoes in the following colors:

Old Glory Red, No. 101
Old Glory Sno-White
Old Glory Blue, No. 446
Airway Blue, No. 166
Navy Blue, No. 364
Middy Blue, No. 513
Bluejacket, No. 556
Flagship Blue, No. 574
Sailor Blue, No. 182
Military Grey, No. 11
Hunter Green, No. 430
Varsity Green, No. 278
Promenade Green, No. 560
Seal Brown, No. 532
Kona Red, No. 533
Red Port, No. 195
Bordeaux, No. 196
Turf Tan, No. 544
Toffee Tan, No. 257
Chaudron, No. 277
Rico Brown, No. 258
Mascara, No. 99
Marrona, No. 169
Golden Tobacco, No. 480
Paniola Tan, No. 503
Etruscan Brown, No. 467
Play Tan, No. 482
Bark Tanned Leather, top grain and deep buff for bags, belts and novelties.

Split Division
Suede

Black
White
Battleship Grey, No. 724
Sunny Yellow, No. 729
Dusty Blue, No. 728
Dusty Pink, No. 727
Bamboo, No. 767
Airway Blue, No. 717
Coffee, No. 701
Turftan, No. 703

[TURN TO PAGE 90, PLEASE]



Surpass Kid Dominates
The FALL "BLACK SILHOUETTE"

Not merely the perennial Black of Fall volume, this year the Fall "Black Silhouette" is High Fashion News, and just as this "Black Silhouette" dominates this high fashion scene, so does *Surpass Kid* give a bright aura to its smartness.

When High Fashion and Volume think alike, that's a merchandising opportunity rare in shoe retailing.

Manufacturer and retailer realize the importance of the uniformity and quality of Surpass Black Glazed Kid in such a profitable black season. This quality and uniformity is not the result of mere chance, for in the principal raw stock markets of the world, Surpass experts select those types of skins best suited to the manufacture of quality leathers. In the Surpass tannery skilled craftsmen maintain rigid standards of manufacture and highly trained assorters provide selections to meet the exacting requirements of shoe manufacturers. That is why they have learned to trust the Surpass reputation for uniformity and quality, a reputation which Surpass Black Kid has maintained for three generations.

Surpass Kid

BOOTH NO. 22
OFFICIAL OPENING
OF
AMERICAN LEATHERS

Surpass Leather Company

9th and Westmoreland Streets
PHILADELPHIA, PENN.

FALL LEATHERS AND COLORS

[CONTINUED FROM PAGE 88]

Marrona Brown, No. 712
Burgundy, No. 786
Play Tan, No. 718
Varsity Green, No. 778
Cheer Red, No. 715
Hot Chocolate, No. 709
Rust, No. 759
Heath Brown, No. 708
Pastel Blue, No. 704

Ooze Linings
White, No. 920
Petal Blue, No. 921
Sunny Yellow, No. 922
Capri Pink, No. 923
Taupe, No. 924
Tropic Lime, No. 925
Grey, No. 926
Light Grey, No. 927
Waterlily, No. 928

Dope Sole
Wine
Blue
Oak
Tan
Black

Smooth Workshoe
Natural
Chocolate
Browns
Tans
Black

Pyroxlin and Water Finish Linings
Tan
White

Natural Sole Splits
Pearl Sole Splits

F. C. DONOVAN, INC.

DOV Linings (Natural)
NAVONOD Kip Linings (Colors)
DOMOC (Natural and Colors)

DUNGAN, HOOD & CO., INC.

Black Glazed Kid
Black Satin and Mat Kid
Black Suede Kid
Black, Brown and Blue Brazilians
Satin and Mat Brazilians

EAGLE-OTTAWA LEATHER COMPANY

Huarachehide — New Fall Colors
Vegeprints — New Fall Colors
Merican Grains
Wolverine Prints
Corrected Sport Elk—Black, White and Colors
Smooth Dress Sides—Black, White and Colors
Melo-Chrome—All Colors
Tuftoe—Black and Brown

JOHN R. EVANS & COMPANY

WOMEN'S COLORS

Ruby Glazed Kid
Peerless Glazed Kid
Golden Tobacco
Rico Brown
Kona Red
Paniolo Tan
Turftan
Bluejacket
Airway Blue
Natural
White

Evanette Suede
Golden Tobacco
Rico Brown
Kona Red
Paniolo Tan
Turftan
Bluejacket
Airway Blue
Natural
White
Black

Dawn Kid (Satin Matt)
Black
Rico Brown
Bluejacket

Hand Crushed Kid For Shoes And Accessories
Sealee
Bokhara
Morocanna
Tartarkid
Valencia
Cara-kid
Black
Golden Tobacco
Rico Brown
Kona Red
Paniolo Tan
Turftan
Bluejacket
Airway Blue
Natural

Brogandi
Black
Golden Tobacco
Rico Brown
Kona Red
Paniolo Tan
Turftan
Bluejacket
Airway Blue
Natural

Peerless Kid Linings
In glazed and suede—all new Fall colors

Chevralana
Black
Rico Brown
Golden Tobacco
Evergreen

MEN'S COLORS

Ruby Black Glazed Kid

Brogandi
Black
Yankee Brown
American Tan
Pampas Brown
Chilean Brown
Charro Tan
Dixie Tan
Natural

J. GREENEBAUM TANNING CO.

Normal Smooth Dress Kips
Hampton Kips and Extremes
Cordovan Shells
Shark Cordovan Tipping
Dresides
Primo
Sporto Kips—Full Grain and Corrected Grain
Dress Elk, Full Grain and Corrected Grain
Full Grain Elk
Retan Upper Leather Sides
Fall Prints
Lining Splits

S. B. FOOT TANNING COMPANY

Heavy duty service leathers for work shoes, ski boots and sporting boots, such as Chocolate Gopher Grain; Chocolate and Brown Skagway Grain; Black Arctic Waterproof Chrome, Smooth and Boarded; Brown Elskar Grain; Fairway; Trout Brook Work Shoe Elk; Glovtan (Retan); and extremely heavy Brown Chrome Moccasin Pac Leather.

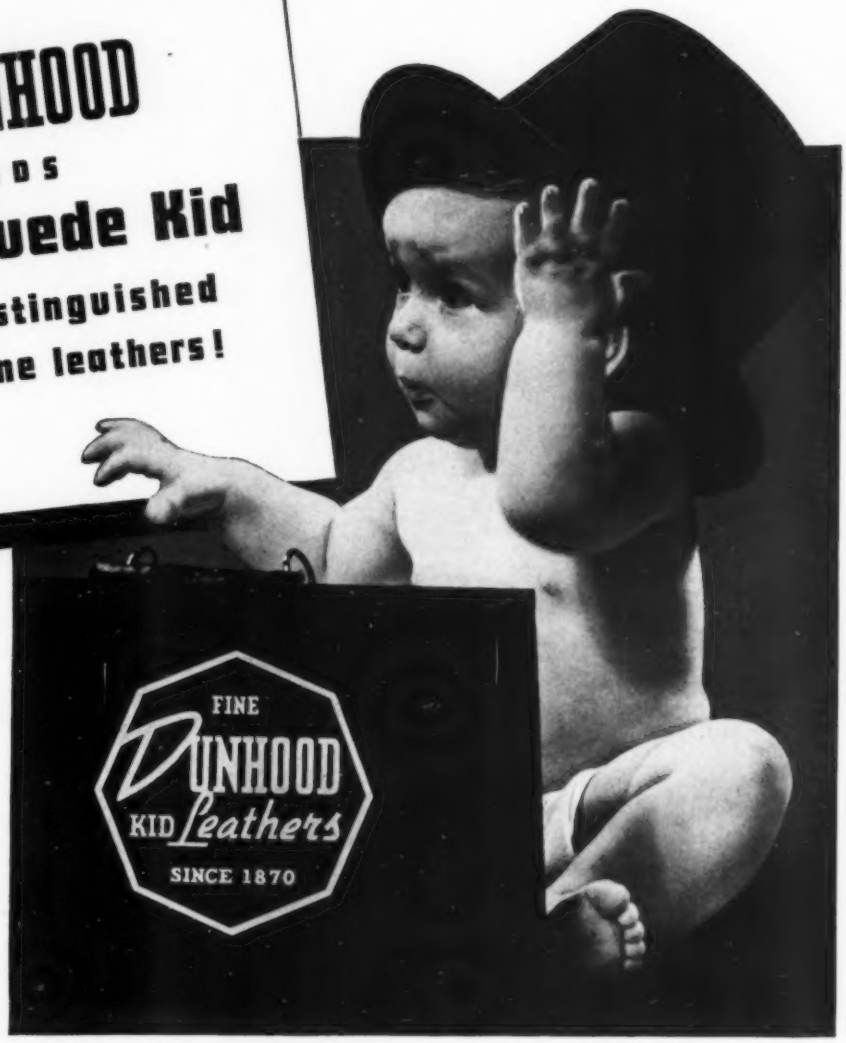
Latest colors and finishes in large, medium and small corrected Elk for semi-dress shoes, such as Oronoco, Waseca and Zumbro, for men's, women's and children's dress and semi-dress shoes.

Washable Finish in medium and small spread White Elk, includ-

[TURN TO PAGE 94, PLEASE]

A NEW ARRIVAL

DUNHOOD ADDS Black Suede Kid to its distinguished line of fine leathers!



BLACK GLAZED

BLACK SATIN

MAT KID

BLACK SUEDE KID

SALES AGENCIES

CINCINNATI
W. D. Cost & Company
307 E. 4th St.

SAN FRANCISCO
MacPherson Leather Company, Inc.
Main Office: 815 Mission St.

MILWAUKEE
C. E. Becker & Co.
647 W. Virginia St.

ST. LOUIS
C. A. Selling & Company
1709 Washington Ave.

The uniformity of finish, well-known cutting economy and perfection of tannage that has characterized Dunhood Leathers since 1870 are all included in Dunhood's *new* Black Suede Kid, with its fine close nap and deep, rich black. It is made from a carefully selected grade of Goatskin, especially adapted to the making of Suede Kid.

For both men's and women's shoes (in either conservative or swagger styles) you'll find Dunhood's BLACK GLAZED KID a particularly appropriate and pleasing selection . . . and Dunhood's BLACK SATIN KID, with its semi-dull gloss finish, is of course an "out in front" favorite for smart feminine footwear!

Remember, you can *always* depend on Dunhood Leathers . . . they'll never disappoint you.

Booth 53
Waldorf-Astoria
New York
March 31-April 1

DUNGAN, HOOD & CO., INC.

240 WEST SUSQUEHANNA AVE., PHILADELPHIA, PA.
BOSTON, 83 SOUTH ST.

There's *More* to a stretchable shoe than appears on the surface . . .

If it is VAMOSIZED it means it is correctly constructed, its stretch is right and, if properly fitted, it will give perfect fit and neither burning, pinching or other discomfort.

We are the original inventors and patentees* of stretchable shoes made with "Lastex" yarn and that revolutionary innovation in shoe-making meant far more than taking some stretchable material and putting it into a shoe upper. It meant years of research and experiment to determine the right kind of materials, the right degree of stretch, the right elastic pull. Even after these factors had been determined it was still necessary to work out the right shoe-making technique for stretchable shoes cannot be made the same way as rigid ones. Protect yourself from complaints and returns. Insist that all your stretchable shoes be made by the Vamos method.

* Patents assigned to the U. S. Rubber Company

ALFRED VAMOS

Inventor of stretchable shoes and specialist in all shoe fabrics made with "Lastex" yarn

It can stretch T-O-O M-U-C-H

It can stretch TOO LITTLE

It can stretch The "Vamos" "Lastex" Way

REG. U. S. PAT. OFF.

-The Right Way

IT'S ALL IN THE MATERIAL AND THE METHOD

All materials made with "Lastex" and sold by us are guaranteed to meet the standards set up by the U. S. Rubber Company. These standards were approved after laboratory tests made under rigid control and based on the experience of scores of leading shoe manufacturers who had pioneered in the stretchable shoe field. We know our materials are right and we know our shoemaking methods are right. Several million happy feet endorse the Vamos way.

Visit our display rooms 831, 832, 833, 834 Belmont Plaza Hotel during the Allied Shoe Products and Style Exhibit March 30-April 1.

406—416 MARBRIDGE BUILDING . . . NEW YORK CITY

FALL LEATHERS AND COLORS

[CONTINUED FROM PAGE 90]

ing Kips, not only in corrected leather, but also in full grain white stock.

GONIPROW KID COMPANY

Kidskin

Grey, No. 20
Dark Grey, No. 25
Gun Grey, No. 50
Waterlily, No. 75
Chaff, No. 55
Fawn, No. 35
British Tan, No. 36
Thistle, No. 38
Also Pastel Shades
Women's Leathers
Black Crushed Kid
Brown Crushed Kid
Slipper Colors

THE GRIESS-PFLEGER TANNING COMPANY

Lozant Russia Sides
Lozant Sport Elk
Lozant Buck
Lozant Work Shoe Elk
Lozant Work Shoe Retan
Lozant Grains
Lozant Splits

GUTMANN AND COMPANY

Ski
Gambola
Campus Grain
Softie
Fyfe Grain
Scotch Grain
Hunter Kip
Smooth Sides

L. H. HAMEL LEATHER COMPANY

"Nu Process" Glazed Kid, and Kid-finish Lambskins in the following colors. Also Playshoe leather on Cape Skins and Goat Skins, as well as Black Kid and Garment Leather on Grains and Suedes.

Kid

Grey, No. 300
Jade, No. 303
Pink, No. 311
Blue, No. 308
Green, No. 309
Mocha, No. 323
Water Lily, No. 327
Special Grey, No. 334
Medium Grey, No. 356
Medium Brown, No. 357
Rust Beige, No. 358
Paris Grey, No. 359
French Grey, No. 394
Dawn Grey, No. 317
Mocha Kid Ooze, No. 323
Water Lily Kid Ooze, No. 327
Special Grey Kid Ooze, No. 386

Lambskins

Grey, No. 100
Jade, No. 103
Blue, No. 108
Green, No. 109
Mocha, No. 123
Water Lily, No. 127
White, No. 150
French Grey, No. 194
Natural

THOMAS B. HARVEY

White Swan-Buck
Black Kid Suede
Brown Kid Suede
Kid Linings

HITEMAN LEATHER COMPANY, INC.

Full line of colors in calf leathers for Fall in shades to match the colors of the Textile Color Card Association.
Ebon-Apex — Black
Promenade — A Line of Colors for Men's Shoes
Junior Prom — A line of colors for Men's and Women's Medium Priced Shoes.
Pedigree — A line of high colors for Men's and Women's Slippers and Play Shoes.
Braeburn — A grain for Fall Shoes.

HORWEEN-LOWENSTEIN

Forest Calf
Woodland Calf
Redwood Calf
Cedar Calf
Shell Cordovan
Travel Calf—Smooth and Boarded, in black and colors
Travel Kip Sides — Smooth and boarded, in black and colors

E. HUBSCHMAN & SONS

Calf Leather — Black, White and All Fall Shades.

HUNT-RANKIN LEATHER COMPANY

Retna Suede Calf
Velvetta Suede Calf
Bucko Calf (Reversed Calf)
Softona Calf (Shrunken Grain)
Infanta Calf (Smooth)

A. C. LAWRENCE LEATHER COMPANY

Calfskin

Juniper Calf (For Women's Shoes) Black, White and Colors
Juniper Calf (For Men's Shoes) Black
Duro Calf (For Men's Shoes) Colored
Weilda Suede Calf (For Women's Shoes)

Shoe Side Upper Leather

Nubuck—Sides and Kips
Hikon (Elk)—Sides and Kips
Black, White and Colors
Gun Metal—Sides and Kips
Black, White and Colors
Tedesco—Sides and Kips
Colors
Teeko—Sides and Kips
Colors
Retan
Slak-eze—Sides for Playshoes
Diamond Patent Leather — Sides and Kips
Black and a complete range of Fall colors

Sheepskin

Colored Lawroleather—Playshoes
Lawrosuedes—Playshoes
Reversed Linings (Buffed) — Linings (151-Waterlily) (126-Fawn) (196-Grey)
Colored Lambskins—Linings
Colored Barilla—Linings
White Chevrita—Outsides & Trimmings
White and Natural Barilla—Outsides

Shearlings

Bark Shoe Stock
Cuff Stock—White, Natural and Electrified Colors

G. LEVOR & CO., INC.

White Levor Grain Goat
White Levor Kid Cabretta
White Levor Grain Calf
White Levor Flexy Calf
White Levor Flexy Kid
White Levor Suede
Cream Levor Suede
Black Levor Crushed Kid
Colored Levor Crushed Kid

HERMANN LOWENSTEIN

Gamuza Suede Calf—in black, white and colors

[TURN TO PAGE 98, PLEASE]

THE AMERICAN WAY

It's the American way that makes American people the best shod in the world. It's American men that have developed new technique in tanning, and opened up an almost limitless range of style and design possibilities. It's American volume production of fine leathers that permits American shoe manufacturers, American retailers and American consumers to share in the luxury of beautiful American shoes at moderate cost.

It's the American Hide and Leather Company that has accelerated the production of fine leathers through its own scientific research and development, and proved that American leathers are the world's best for fashionable footwear and leather accessories.

It's the fourteen American Hide leathers, known and valued by shoe men the world over, that lead the list of fine tannages. Rosebay Willow Calf, White Princess Calf, Black Princess Calf, Willow Calf, Royal Calf, Cadet Patent, Empire Kips and Sides, Amerigrain Elk,—products of the American Hide and Leather Company, the result of constant research into the technology of tanning, are daily playing a prominent role in American shoe manufacturing —the most modern, the most styleful, the most economical in the history of the world.

AMERICAN HIDE AND LEATHER COMPANY

Boston

20TH CENTURY
KID LEATHERS . . . For FALL

CRUSHED KID

A Leather of Character in Black—White—Colors

BLACK SUEDE KID
Jet Black—Fine Nap

GLAZED KID
in Black—Brown—Blue

MAT KID

QUALITY LININGS
All Standard Shades—Pastels

SLIPPER STOCK
Black and Colors

Booth 5 during the Leather Show

We cordially invite you to inspect our Leathers

McNEELY & PRICE COMPANY
PHILADELPHIA, PA.

America Leads in Leathers for Men

[CONTINUED FROM PAGE 80]

"prestige" leathers. They have met the challenge easily, producing a full range of tannages, surfaces and colors here, which are eminently satisfactory and take the place of previous exclusive foreign imports very well. Simultaneously with the war, and probably because of the interest in military themes, grained leathers have come to the fore just as they did at the close of the World War in 1918. If there was a type of leather in which Great Britain seemed to excel, it was Scotch grains of all types. Scotch grains, in a dozen or more types, were the pride and heritage of one of the oldest and greatest tanneries in the world. This tannery had earned the reputation of being the finest producers of leathers of this type. But, as long ago as last Summer, American tanners were producing grained leathers in practically the same range and variety, and of such a quality that when made into shoes they were difficult to tell from the best of the Scotch production.

Certain fat liquored veals, glovey and of a natural saddle color, very difficult to obtain, were in demand from Switzerland, and natural and waxed calfskin, and natural Cordovan were in constant demand from France. Rising to the occasion, American tanners have produced most of these leathers to the satisfaction of the most discerning buyers of leathers in high grade factories. When one looks at the advance samples of representative Fall lines, it would be difficult to believe that foreign sources of supply for these leathers have been cut off. In the Fall shoes, we see precisely the same grains which have been for years imported from Scotland. The very plump veals, for which we turn to Switzerland and France, are to be seen in the military types, now associated with aviation and promoted as the ideal Army Officer's shoe.

But, the leather in these veal shoes comprise of far greater variety than the various types discussed above. There are, as well as other important leathers represented, American as apple pie or corn cake, volume leathers for volume shoes, and fine leathers, too, of a quality *only America could produce.*

Thus, American tanners welcome the present emergency as an opportunity to prove their ability to make all kinds of leathers, and many shoe manufacturers are realizing for the first time that American tanners produce leathers for their every need. Regardless of what demands are made on American tanners by the Defense Program, shoe manufacturers can depend on them to produce in ample quantities whatever the American public want and need for their shoes.

Watson Named Manager

PROVIDENCE, R. I.—Ralph G. Watson, one-time manager of an Enna Jettick Shoe Shop and for the past six years associated with the shoe department at Shepard's, has been appointed manager of McGeary's Cantilever Shoe Shop, Inc., this city. He succeeds Lynn W. Thomas, who is now in the Army.

Dayton Retailers to Begin White Shoe Promotion May 4

DAYTON, OHIO—The annual White Shoe Week in Dayton will be staged during the week of May 4, it was decided during the March 12 meeting of the Dayton Shoe Retailers Club held in the Hotel Miami.

President Edward Blomquist appointed a special committee to make complete arrangements for the promotional campaign. Those named were Paul W. Crawford, chairman; L. L. Clark, Arthur Bramlage, Louis A. Miller, Carl Weber, III, Henry Hageman and Harland Krotts.

Efforts will be made to enlist the aid of the Dayton newspapers, as well as the cooperation of all shoe stores in the city. Fashion editors of the local newspapers will be invited to committee meetings as well as their advertising managers.

Paul Crawford pleaded for the closest form of cooperation in the white shoe week movement, urging all to carry the theme of the promotion from the display windows back into their departments and to the fitting bench. It was pointed out that the Saturday before Mother's Day in Dayton is always one of the biggest days for the sale of women's dresses, and that the shoe dealers have an excellent opportunity to tie in with such a set-up.

A resolution was adopted by members of the Dayton Shoe Retailers Club praising Arthur D. Anderson of BOOT AND SHOE RECORDER for his splendid series of editorials during the past few months, indicating they were of educational value and soundness.

Fall Leathers and Colors

To be shown at Leather Show, Waldorf Astoria, New York, March 31-April 1, 1941.

AMALGAMATED LEATHER COMPANIES, INC.

Charmooz, Suede Kid
Glazed Kid
Amazon, Crushed Kid
Ambuck, the perfect White Suede
Amalac and Amalco, Lustre Kid
A complete range of shades in Lining Stock
All descriptions and shades of Genuine Reptiles

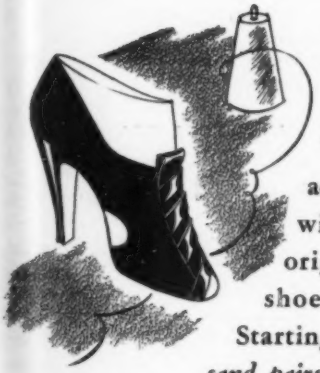
AMERICAN KID COMPANY, INC.

Crushed Kid
Suede Kid
Lining Kid
Slipper Leathers
Glazed Kid
Gold and Silver Kid
Play Shoe Leathers
In all the new Fall shades.

Q: WHAT ABOUT STRETCHABLE SHOES IN 1941?

A: BIGGER AND BETTER THAN EVER!

...the verdict of 562 leading retailers



The United States Rubber Company, through its product "Lastex" yarn, and acting in co-operation with Alfred Vamos,* originated stretchable shoes three years ago. Starting with a *few thousand pairs* the first season and with *one* high style shoe manufacturer as sponsor, this revolutionary type of footwear is today being produced in *millions of pairs* and by *hundreds of shoe manufacturers.* What of the future? Is the stretchable shoe a passing fad or a permanent type of footwear? To answer that question the United States Rubber Company has been making a survey of retailers' opinion during the last four months. Its field men have interviewed 562 retailers from Maine to Virginia and from New York to Chicago.

Each retailer was asked the same questions, with the following results to date:

QUESTION 1: What percentage of stretchable shoes do you carry in stock?

ANSWER: Average stock 48%, ranging from a high of 85% in dress to 5% in low price stock shoes.

QUESTION 2: Is the stretchable shoe a passing fad or a permanent type of footwear?

ANSWER: Permanent—unanimous verdict. Retailers say they want more patterns. The stretchable technique is good for every type of shoe but is restricted today to certain lines.

QUESTION 3: Are complaints and returns greater or less with stretchable shoes than with other types?

ANSWER: 95% reported normal returns or complaints; 3% reported less returns or complaints; and 2% reported returns or complaints greater with stretchable shoes.

QUESTION 4: Do you expect to increase or decrease your stock of stretchable shoes?

ANSWER: No decrease—unanimous verdict. And 63% planned increases of from 10% to 25%.

That, gentlemen, is the verdict, upon which "Lastex" yarn rests its case. You'll agree that it's one of the most overwhelmingly favorable verdicts ever given in a survey of this character.

For models, samples and prices on all types of shoe materials, fabric or leather, made with "Lastex" yarn, apply to ALFRED VAMOS, 406 Marbridge Bldg., New York City. Alfred Vamos is the inventor and patentee of Vamos stretchable shoes, the authorized manufacturer of stretchable materials for shoes, and the selected consultant for shoe manufacturers using materials made with "Lastex" yarn. For booklets and information on the uses and advantages of "Lastex" yarn in any other type of apparel or accessories, always feel free to write to address below.

*PATENTS ASSIGNED TO UNITED STATES RUBBER COMPANY

Lastex... THE MIRACLE YARN THAT MAKES THINGS FIT

REG. U.S. PAT. OFF.

An elastic yarn manufactured exclusively by United States Rubber Company, makers of "Laton" yarn, Rockefeller Center, New York City

FALL LEATHERS AND COLORS

[CONTINUED FROM PAGE 94]

Technicalf—in black and colors
Expansion Technicalf—in black and colors
Genuine White Dyed—through Buck
Genuine Cream Dyed—through Buck

MALIS LEATHER COMPANY

White Glazed Cabretta
White Suede Cabretta
White Crushed Cabretta
White Glazed Kid
White Suede Kid
White Crushed Kid
Black Suede Kid
Black Glazed Cabretta
Black Satin Cabretta
Blue Glazed Cabretta
Brown Glazed Cabretta
Colored Playtan

MARCUS FORSCHER & COMPANY

Marigold Suede Calf—Black and all leading colors
Marigold Smooth Calf—Black and all popular colors
Genuine White Buck—Chinas and Jacks

McNEELY & PRICE COMPANY

Crushed Kid—Black and Colors
Black Suede Kid
Glazed Kid, Black, Blue and Brown
Satin Matt
Slipper Stocks—Black and all standard colors
Lining Leathers to harmonize with standard colors and pastel shades

MITCHELL & PEIRSON

Black and White Glazed Kid
Black, White and Colored Crushed Kid
Popular Shades of Lining
Popular Slipper Leather Shades

MONARCH LEATHER COMPANY

Montan, Monco and Ranger—Corrected Smooth Sides
Monarch Vegemont—Full Grain Small Sides
Ansonian—Soft Leather for Loafer Type Shoes
Grains—Such as Scotch, Thistle, Heather and Ainslie in various colors and weights
Elk and Smooth Russia—In all colors

R. NEUMANN & COMPANY

For Unlined Shoes

Genuine Wrinkle Buffalo
Softy Calf

For Lined Shoes

Aniline Baby Alligator Grain on Calf
Antique Baby Alligator Grain on Calf
Softy Calf
Veg-Tan Calf for Antiquing
Genuine Ostrich
Genuine Seal
Genuine Pig
New Novelty Leather

NORTHWESTERN LEATHER COMPANY TRUST

Complete Line of Kitchener, Sootan, Russide, Elko and Pac Leather. Also, Smooth Chrome Custom and Hiker Grain

THE OHIO LEATHER COMPANY

Women's

Kafforite, Kozy Calf and Softex in the following colors:
Rico Brown
Golden Tobacco
Turftan
Paniola Tan
Bluejacket
Kona Red

Embossed Calf—Women's

Zombie
Mayan
Bayou
Baby Yucca
Sauria
Racer
Baby Ganges
Ganges
Baby Mexican
Chamela
My-Ak-Ka

Luxor—Men's

Yankee Brown, No. 88
American Tan, No. 101
Pampas Brown, No. 15
Chilean Brown, No. 84
Dixie Tan, No. 11
Charro Tan, No. 104
Washette Calf in Women's Fall Colors

PARIS TANNING COMPANY

Lordco Sport Elk in full grain and corrected kips, and in full grain and corrected extremes
Lordco Smooth Sides in black, white and popular colors
Roban—Smooth leather for heavy sport shoes and moccasins
Heavy Grain Leathers for men's shoes
Embossed Leathers in popular grains

FRED RUEPING LEATHER COMPANY

Leisure Grain
Kankakee Kip
Kin Kin Kip
Tartan Grain
Calumet Kip
Aquatite
Anlyn

SETON LEATHER COMPANY

Patent Leather in all the new Fall Colors adopted at the Color Card Conference

SURPASS LEATHER COMPANY

Glazed Kid—Black, blue and brown
Capre Kid—Black, and Official Fall Colors
Suede
Genuine Kangaroo
Kid Linings, pastel and staple shades

TAN-ART COMPANY, INC.

Tan-Art Suede Kid in Black, White and Colors

WINSLOW BROS. & SMITH COMPANY

Kiddie Khrome—Full Chrome Lambskin Linings in standard colors, including black and white
Playshoe Leather—Full Chrome Lambskins in smooth and crushed grains, white and seasonal colors
Shoe Linings—Chrome and vegetable—in all popular colors and white
Garment Leathers—In Suede, and Smooth and Embossed Grains
Glove Leathers — In all popular shades
Shearlings—Electrofur Lambs and Bark Shearlings — natural and colored — Also Wincro Lambs with Cream and White wools

RICHARD YOUNG COMPANY

Smooth and Crushed Cape Finish Lambs for Play Shoes
White and Colored Buck
Glazed Black Kangaroo
Ryco and Rychrome Colored Lambskin Linings

another and **BIGGER** season with

DOMOC

DOMOC, the leather made on a full grain, Vegetable tanned Kip, with a straight aniline finish, has made such rich looking and attractive shoes during the past several seasons, that it has become a staple.

DOMOC is also available with a soft, glove-like feel so well suited for many of the leisure type shoes.

"DOMOC IS THE LEATHER YOU CAN LOOK INTO... NOT AT!"

• BOOTH • 61 •

F. C. DONOVAN, INC.

192 SOUTH ST. BOSTON, MASS.

Agoos DOESKINS

A HANDSOME, velvety nap, superb deeply dyed colorings, uniformity of quality and shade, are always features of Agoos Doeskins.

BOOTH NO.
28
OFFICIAL OPENING OF AMERICAN LEATHERS WALDORF-ASTORIA.

Colors for Fall and Winter 1941

240 Rico Brown
291 Conga Brown
294 Rum Brown
262 Honey Brown
636 Turftan
245 Kona Red
258 Burgundy
657 Bluejacket
249 Marine Green
Black, really Black

Agoos Crushed Softee, Genuine Crushed Kid and Alligator Calf are now available in new Fall colorings.

The Standard of Quality in Suede Kid

AGOOS LEATHER COMPANIES, INC.

AGOOS KID

145 SOUTH ST. BOSTON, MASS.

TANNERIES . . . . . LYNN, MASS.